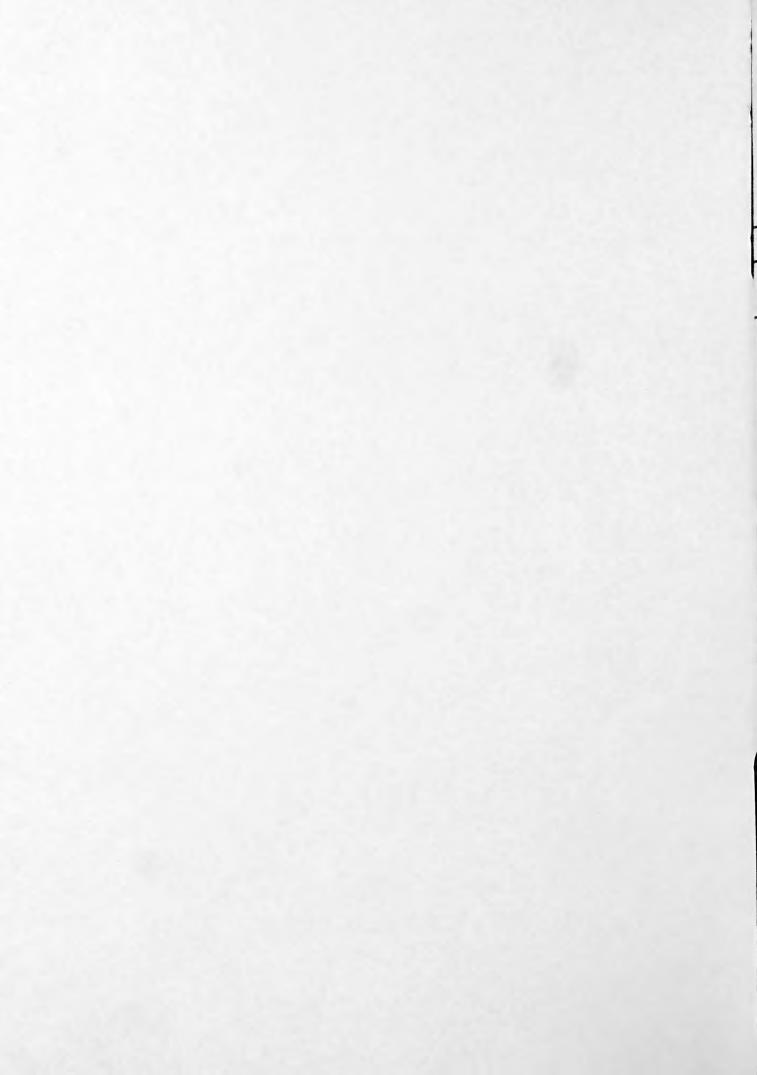
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WILLAMETTE NEW

Published Seasonally By



WILLAMETTE NURSERY COMPANY

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Volume I

Spring 1948 Price List

Number 1

CONTENTS: The NMON Emblem; Early Chrysanthemum Show; Chrysanthemums; Wonder Sprays; Plant List; A Camellia Hedge; FREE - HOW TO PLANT; Books.



This is the emblem of the National Mail Order Nurserymen's Association of which we are a proud member. This emblem stands for Quality and Fair Trade

Practices. Because we subscribe whole-heartedly to these principles you can order from us with confidence, feeling assured that you receive only first class stock and that we are ready to make satisfactory exchanges and replacements in order to have satisfied customers, for "Your Satisfaction is Our Success."



WHY NOT AN EARLY CHRYSANTHEMUM SHOW?

Mary Cullen's Cottage (The Journal, Portland) held an Early Mum Show Oct. 1st to 3rd, 1947. This show proved to be such a success that the thought occurred to us that Garden Clubs of the Pacific Coast would do well to stage such Early Mum Shows in their localities. The Early Hardy Mums and the Early English Mums were the objects of admiration at Mary Cullen's Cottage Show. They also would make excellent subjects at any Early Mum Show your Garden Club would arrange.

The Early Hardy Mums bloom in Sept. and Oct. and come in all the colors of the rainbow. The Early English Mums bloom in August and Sept. and their flowers are as big and beautiful as those of the Large Type Late Mums.

To start the ball rolling and to encourage Garden Clubs to make the Early Mum Show one of their projects, we make the following offer to Garden Clubs:

RAINBOW COLLECTIONS A,B,AND C: Each of the three collections consists of 12 Early Hardy Mums, colors white to red, 12 shades, each labeled. Each collection has different varieties. Each collection costs \$2.00 postpaid, all three collections are \$5.00 postpaid. If you order all three collections you receive 36 different varieties. We ship either divisions of clumps or rooted cuttings. Please order early for they have to be planted not later than May first for early flowers. Orders must be addressed to your Garden Club to take advantage of this special low offer.

SPECIAL ANNIVERSARY OFFER: To celebrate our anniversary we decided to give our customers special low prices in our Rainbow Collections. We will send you either of them (A,B, or C.) for \$2.25 postpaid, or all three for \$6.00. Each Collection consists of 12 Early Hardy Mums in 12 varieties and shades. If you order all 3 Collections you have 36 different Mums which would bring a riot of color into your garden in September and October, just when you need it most. Order them NOW. Be sure to get your Mums early!

HARDY MUMS MAKE GOOD CUTFLOWERS.

EARLY ENGLISH MUMS. Here we list a number of excellent Early English Mums

NEW CHRYSANTHEMUMS FOR 1948

Each

CARNIVAL, conspicuously distinct, blossoms 31/2 inches across, up to 3 feet. The brightest thing in the fall garden. Glowing burnt-orange. Oct. 10 \$1.00

MELLOW GLOW, a suffusion of orangebuff, peach-pink and bronzenasturtiam tints. Up to 3 feet. Oct. 5th in bloom.

KARL A REICHE, the most hardy of all garden pompons, rose bengal. Loaded with blossoms in late Sept. . 75

PATENTED CHRYSANTHEMUMS

FRED F. ROCKWELL. (Pat. No. 718) Orange-bronze pompon. Early Oct. Frost resisting. Very good. . 75 SUMMERTIME. (Pat. No. 689) Brilliant yellow, single, summer-flowering, Mid-July to Oct., 2 inches across, 20 inches high, 2 feet across. KOREAN PRINCESS. (Pat. No. 640) First true anemone-flowered hardy chrysanthemum. Bronze-red with golden-bronze cushion. Charming and unique. Oct. 15th. . 75

The new introductions and Patented Chrysanthemums can be had in rooted cuttings only. Because they are very rare, we can furnish only one of each variety to a customer. Order EARLY! First come; first served. In case we are sold out, we will refund your money or you may order substitutes.

ORDER EARLY FOR EARLY BLOOMS!



CHRYSANTHEMUM LIST

Rooted cuttings, ready after April 15th.

LARGE FLOWERING MUMS

(To	be d:	isbudded for the show)	Post	paid
		YELLOW	Sach	3 for
Oct.		GOLD LODE, deep golden yellow, fine for pots	\$.35	\$1.00
	15.	CHRYSOLORA, large, incurved	. 35	1.00
	23.	YELLOW AMBASSADOR, incurved	. 35	1.00
	25.	MRS. H. E. KIDDER, incurved, best for this date	. 35	1.00
	28.	GOLDEN AGE, deep yellow	. 50	1.35
	28.	BARBARA PHILLIPS, glowing yellow	.75	2.00
Nov.	5.	YELLOW TURNER, incurved, popular	. 50	1.35
	5.	COL. F. M. ALGER, huge, yellow, heavy petals, incurved	. 50	1.35
	10.	GOLDEN WEDDING, golden yellow, reflexed	. 35	1.00
	25.	GOLDEN PEARSON, incurved	. 35	1.00
		WHITE		
Oct.	10.	SMITH'S EARLY WHITE, incurved	. 35	1.00
	15.	QUAKER MAID, tinged with pink	. 35	1.00
	18.	SILVER SHEEN, incurved, popular	. 35	1 00
	28.	IVORY WHITE, waxy white, incurved ball	. 35	1.00

		LARGE FLOWERING MUMS (WHITE) Cont'd.	Each	3 for
No▼.	1. 5. 15.	ALBATROSS, very large, incurved	. 35 . 35 . 35 . 50 . 35 . 50	1.00 1.00 1.00 1.35 1.00 1.35
	20. 25. 28.	PINK ROSEUM, large, incurved	. 35	1.00 1.00 1.00 1.00
No▼.	8.	LADY KNOX, beautiful	.65 .35 .35	1.75 1.00 1.00
Oct.	20. 25.	INDIANOLA, very fine, incurved	.35 1.00 .35	1.00 2.75 1.00
Nov.	1. 5. 5. 15. 25.	DR. J. M. INGLIS, deep wine red, incurved DETROIT NEWS, red-bronze, incurved FAUST, deep blood red CAMBRIA, bronze, closely incurved ANACONDA, huge red. GLADYS PEARSON, buff, incurved, very popular MOHAWK CHIEF, deep red, fine	. 50 . 35 1.00 . 35 . 65 . 35 . 50	1.35 1.00 2.75 1.00 1.75 1.00 1.35
	0.0	SPIDER MUMS		
Oct.	25. 25. 25. 25. 25. 28.	MARILYN, old rose, for pots	.65 .65 .75 1.00 .65	1.75 1.75 1.75 2.00 2.75 1.75 2.75
Nov.	1.	WAIKIKI, bronze-gold, excellent	1.00 .65 .65	2.75 1.75 1.75 1.75
		SPOON MUMS		
Oct.	15.	ORCHID SPOON, GOLDEN SPOON, WHITE SPOON	. 35	1.00 1.00 1.00
Oct.	25.	BETTY ROSE, lavender, beautiful, outstanding	. 35	1.00
Nov.	5. 8. 15. 18.	WHITE ANEMONE, cutflower ROSE MADDER, fine, dark pink THE TITAN, red ESTRELITA, bronze-gold NORMA, huge, pink, popular HELIOS, deep golden-yellow	. 60 . 35 . 35 . 50 . 50 . 35 . 35	1.50 1.00 1.00 1.35 1.35 1.00
		POMPONS		
•	15.	YELLOW SEPTEMBER GOLD, very showy masses of flowers	. 30	.80
Nov.	25. 28. 1.	GOLDEN CHARM, stocky, bright yellow	. 30 . 30 . 30 . 30	. 80 . 80 . 80
	Э.	WHITE	. 50	1.35
Oct.	15.	EARLY WHITE, fine for cutting	.30 .30 .30	.80 .80
Nov.	1.	SEAGULL, fine	.30	.80

POMPONS, Cont'd.	Each	3 for
Sept. 20. EARLY WONDER, fine		. 80
Oct. 10. PEACH BLOSSOM, lovely peach-pink		. 80
25. PINK POPCORN, great masses of flowers	. 30	. 80
25. PINK DOTY, pale pink	. 30	. 80
Nov. 1. ROSE CHARM, very large pompon	. 30	. 80
RED AND BRONZE	0.0	
Sept. 10. SEPTEMBER BRONZE, masses of coppery flowers		.80
20. GLOMERO, fine orange-bronze		1.10
5. BONFIRE, mound of fiery-red flowers		1.10
10. RUBY POMPON, most outstanding red pompon		. 80
10. AVIATOR, rich coppery-red, outstanding	. 50	1.35
15. GOBLIN, graceful sprays of bronze pompons	. 30	. 80
BUTTONS		
YELLOW		
Oct. 15. JUDITH ANDERSON, masses of golden-yellow buttons		. 80
15. PENELOPE, rich buttery-yellow		. 80
20. RODELL IMPROVED, large buttons	.30	. 80 . 80
WHITE		. 00
Oct. 15. IRENE, favorite white button	. 30	. 80
15. WHITE JEWELL, purest white button	. 30	. 80
25. PINOCCHIO, glistening white, dainty	. 50	1.35
PINK		
Oct. 25. LAVENDER LASSIE, beautiful lavender buttons, low	. 60	1.50
RED		
Oct. 15. OURAY, dazzling red button	. 30	. 80
KOREAN MUMS (single)		
Sept. 10. JOAN HELEN, rich garnet hue	. 30	. 80
Oct. 10. COUNTRY GIRL, large pink, outstanding cutflower	. 30	. 80
10. KRISTINA, beautiful deep pink	. 30	. 80
10. NANCY COPELAND, showy red, semi-double, cutflower	. 30	. 80
15. HESTIA, true pink, immense	. 30	. 80
10. VULCAN, red	.30	. 80 . 80
AZALEA (CUSHION) MUMS	• • •	
Bloom very early. Plant 4 feet apart to spread properly. If planted 4 fee	t each	wov
in a bed, they surely will make a beautiful sight to behold.	. Cacii	way
in a bed, they surery will make a beautiful sight to behold.		
PINK, WHITE, RED, BRONZE, YELLOW CUSHIONS	. 30	. 80
NEW GOLD CUSHION, soft glowing yellow	. 40	1.10
CHAMPION CUSHION, new red, very fine	. 40	1.10
APRICOT GLOW, very fine bronze	. 40	1. 10
HURLEY'S YELLOW SUPREME, best yellow cushion, beautiful	. 40	1.10
DAHLIAMUM, beautiful wine red	. 40	1.10
ACHIEVEMENT, bronze to pink	. 60	1.50
HARDY EARLY MUMS		
Very fine for that Early Chrysanthemum Show in early October.		
RAINBOW COLLECTIONS A, B, AND C, each consisting of 12 varieties from whi	ite to	dark
red. All three collections comprise 36 different varieties from which	te to di	ark red.
SPECIAL TO GARDEN CLUBS for that Early Monn Show: one collection \$2.00, al		
collections to one address \$5.00		
SPECIAL ANNIVERSARY OFFER to others: one of the above RAINBOW COLLECTION	2 60 0	5
	Postpa	
YELLOW		
Sept. 10. EUGENE A. WANDER, very stocky, also for pots, for cutting 20. BUTTERBALL, bright yellow	. 30	1.35
20. KING MIDAS, golden yellow, for cutting	. 30	. 80
20. YELLOW NORMANDY, excellent yellow cutflower		1.10

t - ,

	UADDY FADIN MING (MILLOW) C	m 1	0 6
	HARDY EARLY MUMS (YELLOW) Cont'd.	Each	3 for
	. TREASURE TROVE, outstanding cutflower		2.00
15	. HELEN MARCUS, clear golden, beautiful, cutflower	. 40	1.10
15	. HARBOR LIGHTS, outstanding for cutting	. 40	1.10
15	. MRS. SAM ROTAN, beautiful large flower, for cutting	. 30	. 80
	WHITE		
Sept. 20	. AVALANCHE, very good, pure white, for cutting	. 30	. 80
	. SEPTEMBER CLOUD, covered with flowers		1.10
	. JEAN CUMMINGS, beautiful ivory white, for cutting	. 30	. 80
	. SILVER MOON, white with pale yellow center, no other kind like		
	it, perfect flower	. 35	1.00
15	. POLAR ICE, bluish white, outstanding	. 40	1.10
15	. SERENE, large flowers	. 30	. 80
	PINK		
Sept. 20	ROSE GLOW, sweet-scented, flowers cover plant	3.0	. 80
20	BARBARA SMALL, 3 inch flowers, rose pink	. 69	1.50
Oct. 1	PINK RADIANCE, very radiant		.80
5	OLIVE LONGLAND, like Mrs. Du Pont, only lighter, cutflower.	. 50	1.35
	BETTY, apple blossom pink, fine, outstanding	. 60	1.50
15	. MRS. PIERRE S. DU PONT III, soft peach with mauve undertone		
	very beautiful	. 30	. 80
15	. LAVENDER LADY, fragrant, very good	. 30	. 80
	RED OR BRONZE		
Sept. 10	FIREGLOW, oriental red	. 30	. 80
20	. WILLIAM LONGLAND, clear bronze, beautiful	. 30	. 80
Oct. 5	. MANDALAY, deep orange-bronze, for cutting	. 40	1.10
5	. FRED ROCKWELL, orange-scarlet blend, most outstanding for		
	cutting	1.00	2.75
5	. CHIPPEWA, very dark pink, cutflower	. 30	. 80
10	BURGUNDY, cerise-crimson, impressive	. 30	. 80
10	REDGOLD, deep Brazil-red	. 40	1.10
	. BOKHARA, new wine red, outstanding, for cutting	. 75	2.00
	LOUISE SCHLING, flaming red,	. 30	. 80
15	. MISS FRANCES WHITTLESAY, can be disbudded, glistening velvety-	1.0	1 10
1.5	red, very showy	. 40	1.10
	. CALIPH, rich oxblood red, unequalled, cutflower	. 30	. 80
	. EMBER, glistening amber-red, unexcelled, for cutting	. 30	1.10
	. ROBERT BRYDON, beautiful red	. 40	
	ore than three of one variety are wanted, write for quantity price		the
	eties wanted. Greenhousemen and Nurserymen; write for wholesale pr		
All	prices above are postpaid. Order EARLY. Order NOW to be sure to ge	t your	
favo	rite variety, otherwise you may be disappointed if you have to tal	e what	is
	The orders for rooted cuttings will be shipped after April 15th.		
	first served. Therefore order TODAY. Cash with order. No C.O.D.		
come;	and derived dider to be the dider. No Ci O. D.	0. 00. 0.	

PANSIES



SWISS GIANTS, mixed, flowers up to 4 inches, nice plants.
GIANT ART SHADES, very beautiful.
VIOLAS, Gem mixed, fine for borders, bloom all summer.
12 for \$1.75; 25 for \$3.50, postpaid.

PEONIES

Plant in rich soil with rotted manure and a handful of bonemeal to a hill. Each \$1.00, 3 for 2.50, except where noted otherwise.

AVALANCHE, white, late, cutflower.
BARONESS SCHROEDER, rose type, late,
immense flowers, baby-pink to white,
fragrant.

FESTIVA MAXIMA, large white with crimson markings, one of the best.

KARL ROSENFIELD. early, brilliant red, cutflower, fragrant.

MONS JULES ELIE, immense flesh-pink, early, fragrant. Each \$1.50

PRIMEVERE, bomb-type, sulphur-yellow. Each \$2.00

REINE HORTENSE, hydrangea-pink center, crimson, for show and garden, fragrant, midseason.

SOUVENIR DE LOUIS BIGOT, fringed petals, bright Bengal-rose, does not fade. THERESE, best pink peony. Each \$1.50 1



ROSES

(OREGON GROWN)

Ready for shipment now. We have only 2-year-old No. 1 bushes, grown by a rose specialist. Each \$1.00, 12 for \$10.00. Patented roses are higher.

RED HYBRID TEA ROSES

CHRISTOPHER STONE, vivid scarlet, pointed buds.
ETOILLE DE HOLLAND, deep red, long bud.
GRENOBLE, scarlet crimson, spicy.
MARGARET McGREDY, rich oriental red.
POINSETTIA, dazzling brilliant red, buds well formed.

PINK HYBRID TEA ROSES

DAINTY BESS, rich pink, single.
EDITH NELLIE PERKINS, light cerise.
EDITOR McFARLAND, long pointed pink buds,
fragrant, good for cutting.
PICTURE, rose-pink, lovely.
PINK DAWN, pink tinted with orange,
fragrant.
THE DOCTOR, dark glowing pink.

YELLOW HYBRID TEA ROSES

JOHANNA HILL, orange yellow, fragrant.
McGREDY'S YELLOW, buttercup yellow,
perfect flowers.
MRS. PIERRE S. DU PONT, reddish gold b

MRS. PIERRE S. DU PONT, reddish gold buds, yellow flowers.

SISTER THERESE, chrome yellow tinged with carmine, spicily fragrant.

WHITE HYBRID TEA ROSES

FRAU KARL DRUSCHKE, beautiful white flower.
KAISERIN AUGUSTE VICTORIA, creamy white.

McGREDY'S IVORY, long-pointed buds.

MME. JULES BOUCHE, white, lightly tinted pink in center.

ORANGE AND BI-COLOR HYBRID TEA ROSES

AUTUMN, orange, crimson, buff and gold. CONDESA DE SASTAGO, scarlet inside, copper outside, fragrant.

GIRONA, two-tone red and yellow, lovely buds.

MRS. SAM McGREDY, red, copper and orange, changing to pink.

PRESIDENT HOOVER, cerise pink, flame, scarlet and yellow, fragrant.
TALISMAN, gold, apricot, pink and carmine.
DUOUESA DE PENARANDA, deep orange.

CLIMBING ROSES

PAUL'S SCARLET, vivid scarlet red, blooms several times.

PRESIDENT HERBERT HOOVER.

REVEIL DIJONNAIS, deep pink rose with yellow center, brilliant.

GOLD RUSH.

FLORIBUNDA ROSES

Fine for groups or in the shrub border, bloom all summer. CECILE BRUNNER, light pink. ROSE ELFE, silvery rose-pink, true miniature. IMPROVED LA FAYETTE, bright cherry crimson. PATENTED HYBRID TEA ROSES Each PEACE, big ovoid buds of golden canary yellow \$2.00 MIRANDY, dark red, fragrant 1.50 CRIMSON GLORY, deep velvety crimson 1.50 fragrant FRED EDMUNDS, apricot-orange, fragrant 1.50 MME. HENRI GUILLOT, raspberry pink, 1.50 for cutting COUNTESS VANDAL, coppery salmon 1.35 HEART'S DESIRE, bright red, fragrant 1.50 outstanding 1.50 LOWELL THOMAS, canary, long pointed 1.50 MARY MARGARET McBRIDE, rich delicate coral pink 1.50 CHARLOTTE ARMSTRONG, cerise, fine for cutting 1.50 SHOW GIML, phlox-pink 1.50 PATENTED CLIMBING ROSES BLAZE, everblooming Paul's Scarlet 1.50 CLIMBING HEART'S DESIRE, bright red 1.50 SANTA ANITA, lovely clear pink, fine for cutting 1.50 PATENTED FLORIBUNDA BOSES DONALD PRIOR, immense clusters of brilliant red flowers, never out of bloom FLORADORA, spectacular cinnebar red 1.50 RED RIPPLES 1.25

DWARF BEARDED IRIS

Fine for rockery, perennial beds, shrubbery border. Each 25¢, 5 for \$1.00

TRAUTLIEB, red purple.

DIXNIUDE, creemy white

PUMILA VIOLACAE, early, short, purple.

PUMILA ALBA, same in white.

CURIOSITY, white, veined olive.

CYANEA, metallic purple.

ENDYMION, reddish.

FLORIDA, yellow.

For You A Rose Without Aphis
Grows

if you

EARLY, very dwarf, purple.

USE WONDER SPRAY

HEATHER

If you love heather you may enjoy it practically the year around.

Eac	
ERICA CARNEA VIVELLI, crimson, Jan. \$.	50
	50
E. HYBRIDA MEDITERRANEA, lavender,	
Jan	75
E. CARNEA, Springwood Pink, Feb	75
TO TOTAL OF THE STATE OF THE ST	75
	75
DDIOA MEMBALIES AND ALL	7.5
CALLUNA VULGARIS McKAYI, lavender, June.	
	00
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ERICA DAWN, pink, July	
	75
	25
E. CINEREA DOMINO, white, with chocolate	
	50
	75
	75
	75
ERICA VAGANS, Mrs. D.F. Caldwell, bright	
	50
E. VAGANS, ST. KEVERNES, rose pink,	
	50
	50
E. CARNEA, Winter Heath, rosy purple,	
	50

Books

Prices are Postpaid

CHRYSANTHEMUMS, How We Grow Them Outdoors, by members of the Portland Chrysanthemum Society \$1.50

GARDEN AND GREENHOUSE CHRYSANTHEMUMS, by Alex Laurie and D. C. Kiplinger \$2.00

HARDY CHRYSANTHEMUMS, by Alex Cumming \$2.50

YOUR BOOK OF GARDEN PLANS, by Norman A. Morris, L.A. 96 pages of Ideas, Facts and Plant Lists.

Of this new book the "American Nurseryman" said editorially: "A great deal of information on garden planning... well printed on cream colored paper, bound in green cloth (page size 8 \(\frac{3}{4} \text{x} \) 11\(\frac{1}{4} \) inches)

"Cleverly conceived and by sketches, and brief sketches gets across ideas lengthily described in textbooks. Should stimulate interest in home

grounds planning. A good primer for nurserymen to recommend to customers to facilitate conferences."

Contains zone plant lists, ideas on feature selections and vital information on designing grounds for utmost beauty and pleasure.

You NEED this book if you have a new place or if you wish to remodel your garden. Landscape gardeners highly recommend it. Order it TODAY!

\$3.50 postpaid.

FREE

With every order we include FREE of charge a copy of HOW TO PLANT, a 16 page booklet that tells you all about planting of shrubs and bulbs, perennials, about pruning, etc.

Use WONDER SPRAY against all insect pests on vegetables, flowers and trees!

WONDER-SPRAY



WONDER SPRAY is made for greenhouse, garden and tree spraying. We use it ourselves in our landscape work and are very well satisfied with it, for it does not burn and discolor the most tender leaves and flowers. It is pleasant to use. An eight-ounce bottle of it sells for \$1.10 postpaid. Try WONDER SPRAY on all of your vegetables and flowers. If your dealer cannot supply you, send the amount and your dealer's address to us and we will ship it to you postpaid. Order your supply of WONDER SPRAY NOW so that you will have it when you need it.

Use WONDER SPRAY! It is effective, economical and pleasant to use!

7

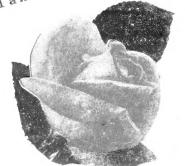
YOUR SPRING LIST OF

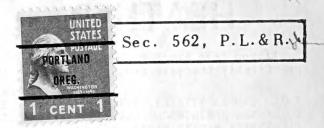
CHRYSANTHEMUMS,

ROSES, HEATHER,

CO.

FROM
WILLAMETTE NURSERY CO.
WILLAMETTE 57th Avenue
8512 S.E. 6, Oregon
Portland 6,





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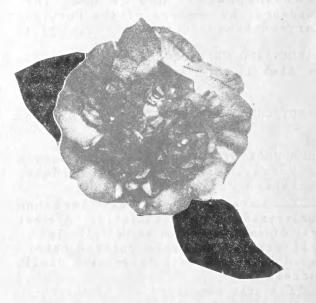
Camellias

A CAMELLIA HEDGE. How would you like a hedge of camellias? A camellia hedge is easy to take care of. It has small, green, glossy leaves, and it blooms in winter and early spring, when other blossoms are scarce. A camellia hedge would be especially nice to divide the back yard from the front yard.

Our hedge camellias are in four inch pots and are about 16 inches high. If you plant them three feet apart you will have a very nice hedge in a few years. They sell for \$2.00 each.

A hedge of mixed camellias looks very good, but if you prefer all of one variety write us your wishes and we will forward the desired variety.

CAMELLIA JAPONICA



A CAMELLIA HEDGE IS A THING OF BEAUTY